Analysing the Q-Commerce Consumer: Demographics, Motivations, and Expectations with focus on Jaipur Region

Synopsis of the Research Proposal

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Proposed Summary / Abstract

The evolution of Quick Commerce (Q-Commerce) has significantly altered consumer expectations in the digital retail landscape, particularly in India's urban Tier 2 and Tier 3 cities. This study aims to explore the **demographic and geographic dimensions**, **consumer motivations**, and **expectations** driving the behavioural shift from conventional E-Commerce to Q-Commerce among users in the **Jaipur region**.

Focusing on urban consumers in Jaipur, this research adopts a **consumer-centric approach** to identify how factors like **family size or roommate arrangements, gender, age, digital literacy, occupation, household income**, and **type of housing** influence the adoption of Q-Commerce. Additionally, the study examines **geographical relevance**, with an emphasis on urban Tier 2/3 ecosystems where infrastructure and consumer exposure to digital platforms are evolving.

The framework of this study categorizes **motivations** into five dimensions: *Functional* (e.g., time-saving, convenience), *Emotional* (e.g., instant gratification), *Social/Psychological* (e.g., trend-driven use), *Economic* (e.g., discounts, lower transaction costs), and *Behavioural* (e.g., habit, loyalty programs). Parallelly, **consumer expectations** are assessed across key service dimensions: *Delivery Performance*, *Product Quality*, *App Interface*, *Customer Service*, *Pricing & Offers*, and *Overall Experience.*

The study uses a **mixed-method design**, blend quantitative survey data from E-Commerce users with qualitative insights through interviews. By analyzing behavioural triggers in existing E-Commerce users transitioning toward Q-Commerce, this research seeks to determine the **most influential motivators and expectations** that facilitate this shift.

Findings from this study are expected to provide valuable insights to Q-Commerce providers for improving consumer targeting, platform design, and customer engagement strategies in Tier 2/3 or semi-urban markets. Academically, the research contributes to behavioural literature by bridging demographic patterns with psychographic and experiential drivers in technology-enabled consumption.

1. Introduction

1.1 Background and Prevalence of Q-Commerce in India

India's retail topography is experiencing a rapid and unprecedented change with the augment of **Quick Commerce (or Q-Commerce)** — a business model that delivers daily-use goods such as groceries, FMCG products, and household essentials within 10–30 minutes of order placement. As of 2024, India's Q-Commerce sector is gauged to be valued at approximately **~$2.3 billion**, projected to attain over **~$6 billion by 2028**, on the increase at a CAGR (Compound Annual Growth Rate) of nearly **35–40%**. Leading players such as **Zepto**, **Blinkit** formerly Grofers **(owned by Eternal Limited (Zomato)**, and **Swiggy Instamart** are penetrating deeper into Tier 2 and Tier 3 cities, where smartphone usage, digital payment adoption, and urban migration are fueling demand for convenience-driven consumption.

The urban migration has increased by 3% from 2020 to 2025 (Worldometers data) which is an increasing trend as before this every 5 years not more than 2% migrated. While metros like Mumbai, Delhi, and Bengaluru remain the primary hubs, emerging urban centers like **Jaipur**, **Indore**, and **Lucknow** are witnessing a significant behavioural shift among digitally literate youth and nuclear families toward time-saving and instant delivery services. In the Jaipur region, the expanding young population, high density of working professionals and students, and increasing penetration of digital infrastructure (e.g., UPI, ONDC integration, and Wi-Fi accessibility) have collectively created fertile ground for Q-Commerce adoption.

Despite its growing popularity, academic research on Q-Commerce is in a nascent stage — especially in terms of understanding the **consumer psyche**, **demographic profiles**, and **expectation frameworks** in non-metro urban contexts (tier2/3 cities).

1.2 Conceptual Definitions of Constructs

To effectively understand the consumer shift toward Q-Commerce, it is critical to define the major constructs under investigation:

*** *Q-Commerce:*** A sub-segment of E-Commerce that focuses on ultra-fast delivery (10–30 minutes) of essential consumer goods through app-based platforms using micro-warehousing also known as **dark stores** and hyperlocal logistics models.

**** Demographics:*** Characteristics of consumers such as **age**, **gender**, **family size**, **digital literacy**, **occupation**, **household income bracket**, and **type of residence** (e.g., PG, apartment, independent house, Student-Hostel).

**** Motivations:*** The internal and external **driving factors** (*functional, emotional, economic, psychological, social, behavioural*) that encourage consumers to use Q-Commerce platforms.

**** Expectations:*** The **anticipated level of service** and experience from Q-Commerce platforms, including *delivery time, product freshness, app interface, customer support, and pricing clarity*.

1.3 Theoretical Models and Literature Linkages

Several behavioural models from marketing and consumer psychology offer frameworks for understanding how and why consumers move from conventional retail or E-Commerce to Q-Commerce.

a) Technology Acceptance Model (TAM)

Proposed in 1989 by Davis, TAM emphasizes 2 primary factors — **Perceived Usefulness (PU)** and **Perceived Ease of Use (PEOU)** — that influence users' adoption of technology. In the Q-Commerce context, **PU** corresponds to fast delivery and availability, while **PEOU** relates to the intuitiveness of the app interface and payment convenience.

b) Theory of Planned Behaviour (TPB)

Ajzen's (1991) TPB posits that **attitude**, **subjective norms**, and **perceived behavioural control** affect behavioural intentions. In Q-Commerce, this includes how positively consumers view the service, peer influence (e.g., friends using Blinkit), and perceived ease of getting what they want without obstacles.

c) SERVQUAL Model

Developed by Parasuraman et al., the SERVQUAL model helps assess "**service quality expectations** vs **perceptions**". It covers dimensions like **reliability**, **responsiveness**, **assurance**, **empathy**, and **tangibles** — which map directly onto Q-Commerce expectations like order accuracy, prompt refunds, delivery tracking, and packaging.

d) Unified Theory of Acceptance and Use of Technology (UTAUT)

The **UTAUT model**, drafted by Venkatesh et al. (2003), assimilates essentials from eight prominent user acceptance theories, including TAM and TPB, to explain technology adoption behaviour. It recognises 4 core determinants of behavioural intention and usage: ***Performance Expectancy***, ***Effort Expectancy***, ***Social Influence***, and ***Facilitating Conditions***. In the framework of Q-Commerce, *Performance Expectancy* can relate to consumers' faith that using platforms like Blinkit or Zepto will help them save time and manage their daily shopping more efficiently. *Effort Expectancy* could capture the ease of navigating the app or placing an order. *Social Influence* becomes especially relevant in Tier 2/3 urban areas like Jaipur, where peer usage and word-of-mouth play a critical role in adoption. *Facilitating Conditions* include access to smartphones, digital payment systems, and delivery coverage. The UTAUT framework is particularly useful for this study as it accommodates **demographic moderators** such as age, gender, and digital literacy—aligning directly with the study's objective of understanding how such variables interact with motivation and expectation to influence Q-Commerce adoption.

1.4 Theoretical Framework for the Study

This research proposes a **multi-dimensional framework** combining:

1. **Demographic determinants** as independent variables

2. **Motivational constructs** (Functional, Emotional, Economic, Social-Psychological, Behavioural) as mediating variables

3. **Consumer expectations** as moderating or outcome variables

4. **Behavioural shift (intention or action of adopting Q-Commerce)** as the dependent variable

This framework allows us to examine how various consumer profiles in urban Jaipur respond to Q-Commerce platforms, and what triggers their ***transition from E-Commerce to Q-Commerce***, particularly among those already digitally active.

1.5 Analytical Framing of the Problem

In the recent trends the digital economy, consumers increasingly value **time**, **control**, and **personalized experiences**. However, the shift from traditional online shopping to instant Q-

Commerce is not just a technological upgrade — it reflects deeper psychological and behavioural changes. Many existing E-Commerce users in Tier 2/3 cities like Jaipur may prefer immediacy and availability over variety or bulk discounts. This transition needs to be analyzed beyond generic urban-rural divides and should focus on **micro-level factors** like whether a consumer lives with roommates or family, has a high-paced job, or is digitally confident.

Furthermore, while most existing studies generalize findings based on metro-centric data, this research seeks to explore ***how demographic specificity and motivational nuance*** influence adoption behaviour in a ***developing digital ecosystem*** like Jaipur.

By doing so, this study attempts to bridge the gap between **technological enablement** and **consumer readiness**, and contributes actionable insights to Q-Commerce marketers, UX designers, and public policy architects aiming for inclusive digital transformation.

2. Literature Review

2.1 Evolution of Q-Commerce: Global and Indian Perspectives

Quick Commerce's (Q-Commerce) emergence can be considered a disruptive innovation in retail, making it possible the delivery of groceries and household essentials "ultrafast" i.e. within 10 to 30 minutes. Globally, Q-Commerce gained momentum during the COVID-19 pandemic, with key players like Gopuff (USA), Getir (Turkey), and Gorillas (Germany) setting the benchmark for rapid delivery. In India, platforms such as **Blinkit**, **Zepto**, **Swiggy Instamart**, **and BigBasket Now (BB Now)** are spearheading this movement, targeting urban micro-fulfillment zones and employing dark stores to optimize last-mile delivery.

According to **Redseer (2023)**, the Indian Q-Commerce market is expected to grow to **$6 billion by 2028**, with a significant share emerging from **Tier 2/3 cities**. With rising internet penetration, digital payment infrastructure (e.g., UPI), and evolving consumption patterns, cities like **Jaipur**, **Indore**, and **Nagpur** have become the next growth frontier. Despite this rise, academic understanding of Q-Commerce adoption, especially among **non-metro** consumers, remains limited.

Bain & Company, in collaboration with **Flipkart** (2025), published the report *How India Shops Online 2025*. The findings indicate that consumers in Tier-2 and smaller cities demonstrate e-retail spending patterns broadly comparable to those in metropolitan and Tier-

1 cities, with average selling prices across categories being similar or only marginally lower. Furthermore, shoppers from these regions show a rising inclination toward premium brands and advanced product features. This growth in online retail engagement is facilitated by factors such as expedited delivery services, the continued availability of cash-on-delivery, and the role of e-retail advertising as a perceived indicator of product quality (Bain & Company & Flipkart, 2025).

Kearney Analysis (June 2025):Quick Commerce has a variety of advantages over offline retail channels refer figure below

Retail formats	Quick commerce	Supermarkets (small format)	Kirana stores	Hypermarkets (large format)
Consumer side				
Convenience	✓✓✓	✓	✓	✗
Assortment (SKU count per store)	✓✓✓ ~10,000 SKUs	✓ ~3,500 SKUs	✗ ~500–1,500 SKUs	✓✓✓ ~10,000 SKUs
Consumer side				
Margin power	✓✓✓ Additional margin due to asset monetization	✓	✗	✓✓✓
Labor efficiency	✓ Labor requirements for packing and delivery	✓	✓	✓✓ Labor requirements for customer service, stocking, and cashier
Real-estate cost efficiency	✓ Real-estate cost efficiency	✗ Prime location required	✓✓✓ Self-owned	✓ City outskirts
Inventory turnaround efficiency	✓✓✓ Inventory turnaround efficiency	✓	✗ Not tracked properly	✓

Note: The number of ticks represent the relative performance or strength of each retail format.
Source: Kearney analysis

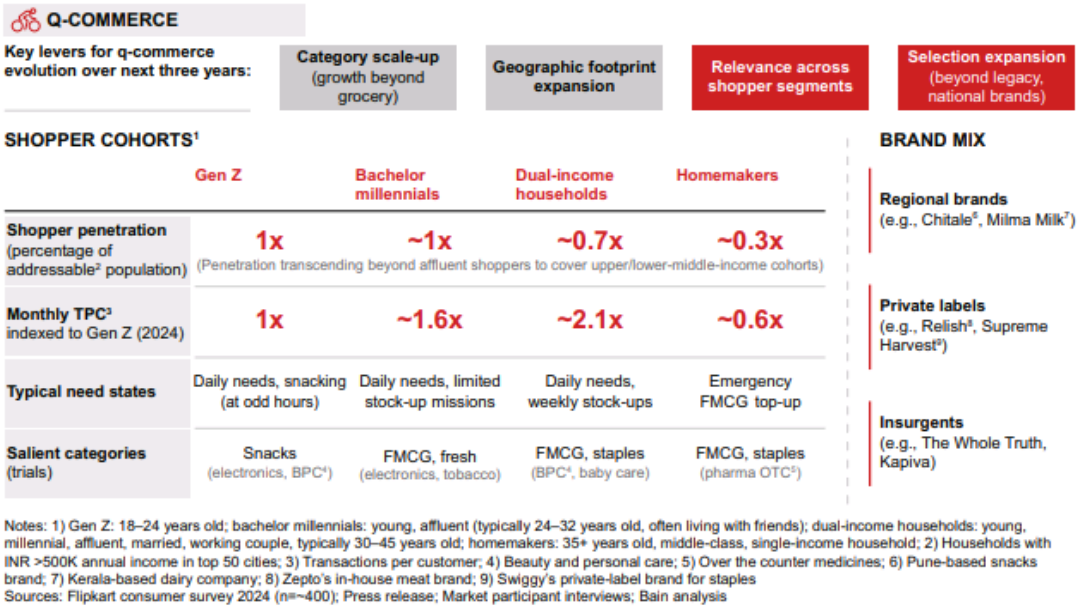
(Source: Kearney Analysis)

2.2 Demographic Influences on Q-Commerce Adoption

Demographic factors play a crucial role in shaping digital behaviour. Research indicates that **age**, **gender**, **digital literacy**, **occupation**, **household income**, **family size**, and **type of residence** significantly impact how consumers engage with online platforms.

*** Age & Gender**: Young adults (18–35) show the highest affinity for Q-Commerce due to faster lifestyle needs and greater smartphone usage (Naik & Kapdi, 2025). Recent studies also highlight growing adoption among working women and homemakers.

Figure 13: Q-commerce growth to also be driven by broad-based adoption across shopper cohorts and brand archetypes

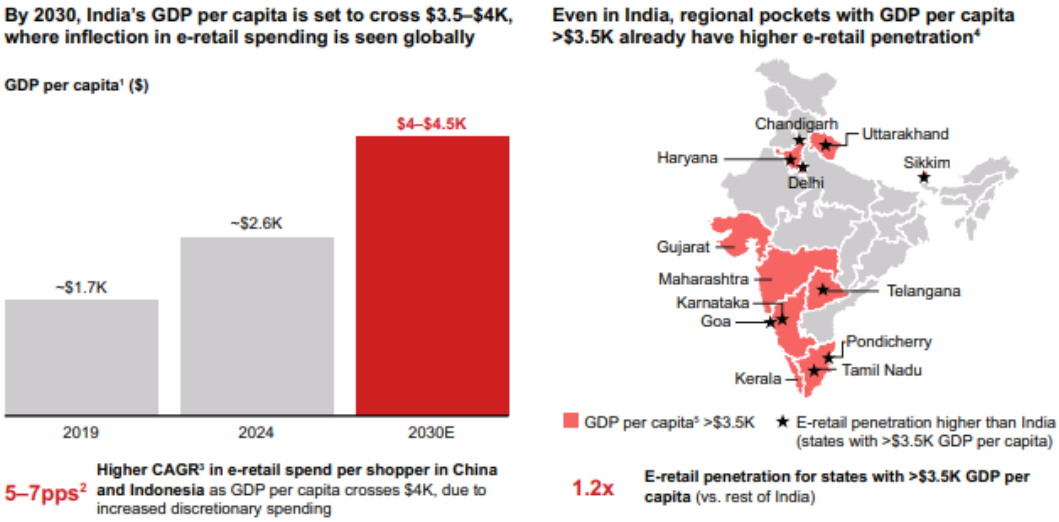


Notes: 1) Gen Z: 18–24 years old; bachelor millennials: young, affluent (typically 24–32 years old, often living with friends); dual-income households: young, millennial, affluent, married, working couple, typically 30–45 years old; homemakers: 35+ years old, middle-class, single-income household; 2) Households with INR >500K annual income in top 50 cities; 3) Transactions per customer; 4) Beauty and personal care; 5) Over the counter medicines; 6) Pune-based snacks brand; 7) Kerala-based dairy company; 8) Zepto's in-house meat brand; 9) Swiggy's private-label brand for staples
Sources: Flipkart consumer survey 2024 (n=~400); Press release; Market participant interviews; Bain analysis

Bain & Company, in collaboration with **Flipkart**, published the report *How India Shops Online 2025*, highlighting the increasing variation in purchase behaviour across age, region, city tier, and levels of e-retail maturity. The report notes that the growth in e-retail spending among Generation Z (born between 1997 and 2012) has been particularly significant. Representing nearly 40% of India's e-retail consumer base, this cohort spends 1.5 times more on categories such as lifestyle, beauty, and electronics compared to other age groups. Generation Z also demonstrates distinct shopping patterns, marked by greater experimentation, reliance on social media for brand discovery, faster purchase decision-making, and a strong preference for Unified Payments Interface (UPI) as a digital payment method (Bain & Company & Flipkart, 2025).

*** Occupation & Income**: Time-starved professionals and high-income urban households are early adopters, while students and gig workers engage more selectively based on pricing and availability (Somayajula et al., 2025). **Bain & company** in Collaboration with **Flipkart** published **"How India Shops Online 2025"** highlighting GDP of states positively correlate with e-retail penetration:

Figure 3: However, long-term retail and e-retail market growth prospects remain robust on account of rising affluence



Notes: 1) Exchange rate: 1 USD = INR 82.6; 2) Percentage points; 3) Compound annual growth rate; 4) E-retail market as percentage of overall retail market (2024); 5) Gross state domestic product from RBI and population estimate from UIDAI for 2024
Sources: RBI; UIDAI World Bank; International Monetary Fund; MOSPI; Nielsen; Market participant interviews; Bain analysis

E-retail purchasing behaviour is also influenced by the level of e-retail market maturity. In mature cities—defined by higher levels of e-retail penetration and greater affluence—per capita e-retail spending is approximately 40% higher than in emerging or nascent cities. Consumers in these mature markets exhibit a stronger inclination toward premium brands and product attributes, with average selling prices across categories elevated by 10–25%. Furthermore, they display higher rates of adoption of insurgent brands across multiple categories (Bain & Company & Flipkart, 2025).

*** Family/Roommate Structure**: Shared living spaces (PGs, rented flats) influence frequent app use and group ordering behaviours (relatively unexplored aspect).

*** Digital Literacy**:

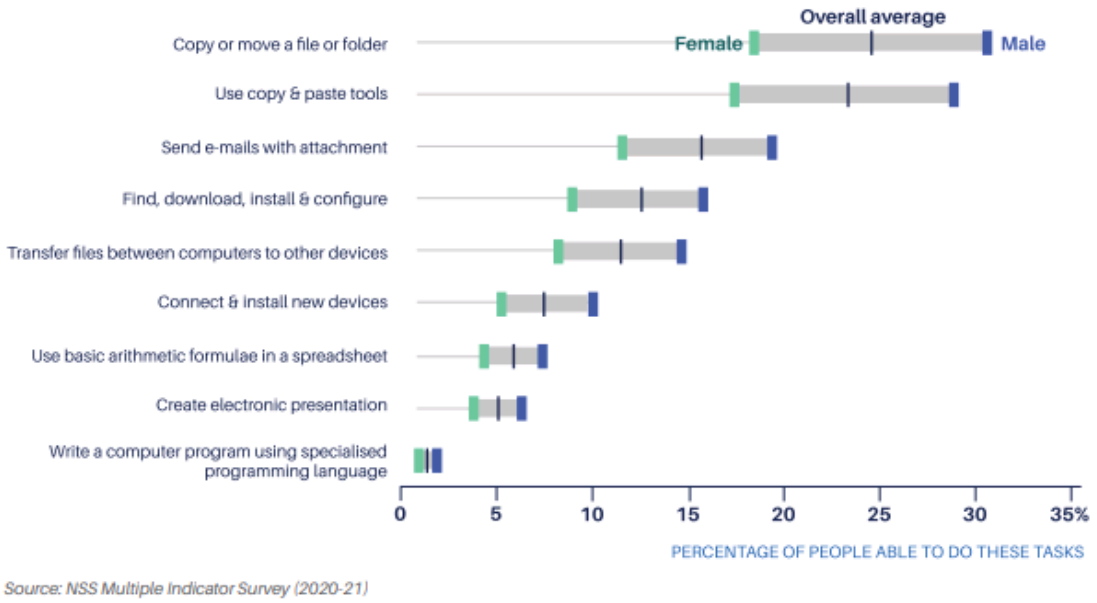
According to State of India Digital Economy Report Feb 2024 (IPCIDE, Indian Council for Research on International Economic Relations 2024):

Data on Digital divide - India (Digital Literacy *%age able to send emails with an attachment*)

Rural Urban Region digital divide
Rural (9.8%) -Urban (28.6%) = 18.8% (India Average)
Rural (9.3%) -Urban (26.5%) = 17.2% (Rajasthan Average)
Rural (15.7%) -Urban (38.0%) = 22.3% (Karnataka Average)

Gender digital divide
Female (11.5%) – Male (19.4%) = 7.9% (India Average)
Female (7.9%) – Male (18.7%) = 10.8% (Rajasthan Average)
Female (18.7%) – Male (29.3%) = 10.6% (Karnataka Average)

Annexure 8: Gender divide in digital literacy and an overall lack of advanced digital skills



Source: NSS Multiple Indicator Survey (2020-21)

The data emphasizes both the level of digital literacy and the existing digital divide. Notably, Karnataka—home to the headquarters of major Q-Commerce platforms—shows a higher digital literacy rate compared to Jaipur, prompting an exploration of the relationship between a population's digital literacy and Q-Commerce adoption.

The same report uses the CHIPS (Connect, Harness, Innovate, Protect, Sustain) framework to assess the digitalization of Indian states, where Karnataka ranks **1st** with a score of **58.7**, while Rajasthan stands at **10th** with a score of **41**. Interestingly, Rajasthan leads in certain dimensions— **#1 in Connect (affordability)** and **#3 in Protect (cyber resolution mechanisms)**. These findings suggest a potential **intra-state digital infrastructure divide**, particularly when comparing cities like **Bengaluru** and **Jaipur**. Therefore comfort with app usage, digital payments, and navigation plays a "decisive" role in first-time adoption and repeat purchases.

Few studies explicitly investigate how **combinations of demographic traits** affect motivation and expectations in Tier 2 cities like Jaipur—leaving a critical knowledge gap.

2.3 Consumer Motivations in Q-Commerce

Consumer motivations for adopting Q-Commerce can be categorized into five types:

* **Functional**: Includes convenience, time efficiency, and urgency (Ghosh et al., 2024).

* **Emotional**: The appeal of instant gratification and stress-free shopping.

* **Social/Psychological**: Influence from peers, digital trends, and desire to appear tech-savvy (Kashyap et al., 2024).

* **Economic**: Discounts, free delivery, and cashback programs.

* **Behavioral**: Loyalty programs, habitual ordering, and user interface familiarity (Singh & Kapoor, 2024).

Chavan & Gujarathi (2025) observed that **habitual use and convenience** outweighed price sensitivity among younger consumers in Tier 2 regions, while older users still weighed economic considerations more heavily.

2.4 Consumer Expectations from Q-Commerce Platforms

Expectations influence satisfaction and loyalty. The primary service expectations among Indian Q-Commerce users include:

* **Delivery Performance**: Adherence to promised delivery timeframes (typically <30 mins) and real-time tracking (Deloitte, 2023).

* **Product Quality**: Especially important in perishable categories like dairy, meat, and produce.

* **User Interface**: Mobile app performance, ease of navigation, order history, and personalization (TechArc, 2024).

* **Customer Service**: Ease of refunds, issue resolution, and proactive communication.

* **Price & Offers**: Tier 2 consumers remain highly sensitive to perceived value for money.

*** Overall Experience**: Packaging quality, delivery staff behaviour, and environmentally sustainable practices also matter (Roy & Agrawal, 2023).

The gap between **expectation and actual delivery** often determines whether users remain loyal to a Q-Commerce platform or revert to traditional options.

2.5 UTAUT and Other Behavioural Models

Understanding the behavioural shift from traditional E-Commerce to Q-Commerce necessitates strong theoretical grounding. Alongside TAM, TPB, and SERVQUAL, the **Unified Theory of Acceptance and Use of Technology (UTAUT)** offers a possible framework to explain Q-Commerce adoption.

Developed by **Venkatesh et al. (2003)**, the UTAUT model identifies four main constructs:

*** Performance Expectancy (PE):** Belief that Q-Commerce improves efficiency (e.g., saves time).

*** Effort Expectancy (EE):** Ease of using the app or platform.

*** Social Influence (SI):** Influence from peers, family, or workplace.

*** Facilitating Conditions (FC):** Availability of necessary infrastructure like smart phones, UPI access, and delivery availability.

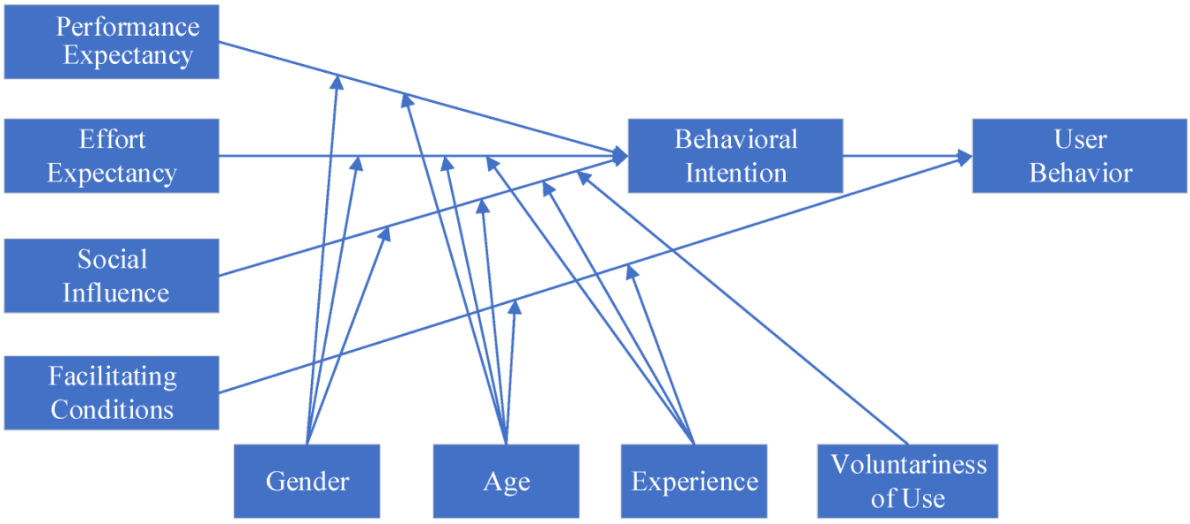


Figure: UTAUT Model

The model also includes **moderating variables** — **age**, **gender**, **experience**, and **voluntariness of use** — which align directly with this study's demographic focus. In Q-

Commerce, **PE** maps to convenience and instant delivery; **EE** links to app usability; **SI** is relevant in group housing and young peer networks; and **FC** includes delivery network coverage and digital literacy. The UTAUT framework is particularly suited for understanding **Tier 2 city adoption patterns**, where the infrastructure may exist, but usage varies across demographic segments.

2.6 Indigenous Research in India

Recent studies focusing on the Indian context offer valuable insights:

* **Naik & Kapdi (2025)**: Found that younger, urban consumers use Q-Commerce for convenience and speed, while older consumers are more selective.

* **Somayajula et al. (2025)**: Found Tier 2 consumers prioritize reliability and order accuracy over wide product variety.

* **IIM Ahmedabad (2024)**: Surveyed 800 users across 5 cities and found that service quality dimensions (timeliness, error-free delivery) matter more than discounts in long-term usage.

* **AB Academies Report (2025)**: Identified that motivations vary significantly across household type—students in PGs prefer late-night convenience while nuclear families prefer weekend bulk orders.

These studies, while informative, lack integrated models that combine **demographics**, **motivations**, and **expectations** into a single predictive framework.

2.7 Literature Gaps and Relevance to the Current Study

From the literature reviewed above, three key gaps are evident:

1. Lack of **contextual studies** focusing on Tier 2/3 urban centers such as **Jaipur**.

2. Limited research applying **behavioural models (e.g., UTAUT)** to the **Q-Commerce context**, particularly with **demographic segmentation**.

3. Absence of an **integrated consumer-centric approach** that links demographic profiles with motivations and expectations to explain **behavioural shift** from E-Commerce to Q-Commerce.

This study explores possibilities to fill these gaps by employing the UTAUT framework alongside motivational and experiential constructs, using empirical data from urban Jaipur to generate actionable insights for businesses and policymakers.

3. Present Study

3.1 Statement of the Problem

The digital commerce landscape in India has undergone a significant evolution over the last five years, moving from conventional E-Commerce models toward ultra-fast delivery platforms known as Quick Commerce (Q-Commerce). With leading players such as Zepto, Blinkit, and Instamart expanding their services from metros to Tier 2 and Tier 3 cities, the behavioural shift among consumers, especially in emerging urban centers like Jaipur, requires deeper academic investigation.

While the **technological backend of Q-Commerce** has been widely discussed—ranging from dark stores to micro-fulfilment centers — **consumer-side factors remain underexplored**, particularly regarding *who* is adopting these services, *why* they are doing so, and *what* they expect in return. Existing studies on E-Commerce behaviour in India focus predominantly on metro cities and do not account for the **heterogeneity of Tier 2/3 urban populations**, especially with respect to **demographics**, **motivation typologies**, and **service expectations**.

Further, there is limited integration of behavioural theories with empirical insights to model the adoption of Q-Commerce in semi-mature digital ecosystems. Specifically, there is a lack of:

* A unified framework linking **demographic profiles** (e.g., digital literacy, occupation, household size, income) with **motivational drivers** (e.g., functional, emotional, economic) and **expectation dimensions** (e.g., delivery speed, product quality, app usability).

* Data-driven understanding of **how and why existing E-Commerce users transition** to Q-Commerce within smaller urban geographies like Jaipur.

* Comparative insight into **infrastructure and digital readiness**, despite proximity to national Q-Commerce hubs (e.g., Bengaluru).

This research aims to fill these gaps by adopting a **consumer-centric, theory-driven** approach, using the **UTAUT model** as a base to assess the role of performance expectancy, effort expectancy, social influence, and facilitating conditions—while integrating motivational and experiential variables.

The study will specifically investigate:

* How demographic factors influence Q-Commerce adoption in Jaipur's urban areas.

* Which motivations are most influential in encouraging behavioural shifts.

* What expectations consumers hold from Q-Commerce platforms and how these expectations vary across segments.

Thus, the study serves as a guide to formulate the specific objectives focused on behavioural determinants, user segmentation, and experience alignment in the Q-Commerce space.

3.2 Significance / Rationale of the Study

The rationale for this study stems from both **practical relevance** and **academic necessity**. On the practical side, Q-Commerce platforms are witnessing **exponential growth** in India, yet customer retention and loyalty remain challenges due to fluctuating user expectations and service inconsistencies. For businesses operating in Tier 2/3 cities, such as Jaipur, understanding **localized consumer behaviour** is critical to sustaining operations and optimizing logistics, pricing, and marketing strategies.

From an academic standpoint, research on consumer behaviour in Q-Commerce is still emerging, especially in the Indian context. Most studies generalize urban behaviour using data from metro cities, neglecting **cultural, demographic, and infrastructural variability** that characterizes non-metro urban centers. This study adds to existing literature by:

* Applying and extending the **Unified Theory of Acceptance and Use of Technology (UTAUT)** in a Q-Commerce setting.

Why This Study Is Worth Doing

* **Business Impact**: Helps Q-Commerce firms better segment and target customers based on demographic and behavioural variables in Tier 2/3 cities.

* **Theoretical Contribution**: Expands the UTAUT framework by adding motivation and expectation constructs within an Indian semi-urban context.

* **Policy Relevance**: Offers insights into inclusive digital infrastructure planning and consumer protection in high-speed commerce.

* **Consumer Understanding**: Brings to light user priorities, pain points, and shifting loyalty patterns in the face of ultra-fast digital consumption.

In summary, this study is positioned at the intersection of digital transformation, consumer behaviour, and urban digital — making it a timely and valuable contribution to both theory and practice.

3.3 Objectives of the Study

The main objective of this study is to develop a **comprehensive, consumer-centric understanding of the behavioural shift toward Q-Commerce** in the Jaipur region, particularly among urban populations in Tier 2/3 settings. The study aims to explore how **demographics**, **motivations**, and **expectations** interact to influence **adoption behaviour**, using an extended **UTAUT-based framework**.

Specific Objectives

1. **To identify and profile key demographic factors** (age, gender, digital literacy, household type, income, etc.) that influence Q-Commerce adoption among urban Jaipur residents.

2. **To classify and analyze consumer motivations** (functional, emotional, social/psychological, economic, behavioural) driving the shift from traditional E-Commerce to Q-Commerce.

3. **To assess consumer expectations** regarding service delivery, product quality, app interface, customer support, and pricing in the Q-Commerce environment.

4. **To apply the UTAUT model** to realize how performance expectancy, effort expectancy, social influence, and facilitating conditions contribute to behavioural intention in the Q-Commerce context.

5. **To examine the moderating role of demographic variables** on the relationship between motivations, expectations, and Q-Commerce adoption.

6. **To propose a predictive behavioural model** integrating demographic, motivational, and experiential factors to better explain Q-Commerce usage in Tier 2/3 urban centers like Jaipur.

3.4 Hypotheses / Research Questions

Based on literature review, theoretical models (primarily UTAUT), and preliminary observations in the Jaipur context, the study proposes the following **hypotheses** and **research questions**:

Hypotheses Initial Construct:

* **H1**: *Younger consumers (aged 18–35) will exhibit significantly higher behavioural intention to adopt Q-Commerce services compared to older age groups.*

* **H2**: *Higher digital literacy is positively associated with greater usage of Q-Commerce platforms.*

* **H3**: *Functional and emotional motivations will be stronger predictors of Q-Commerce adoption than economic or behavioural motivations in urban Jaipur.*

* **H4**: *Performance Expectancy and Effort Expectancy (from UTAUT) will significantly influence behavioural intention toward Q-Commerce.*

* **H5**: *Social Influence will have a greater impact on adoption among consumers living in shared housing (e.g., PGs, hostels) than those in family households.*

* **H6**: *Expectations related to delivery performance and app usability will mediate the relationship between motivation and behaviouralintention.*

* **H7**: *Demographic variables (age, income, digital literacy) will moderate the strength of the relationship between UTAUT constructs and Q-Commerce adoption behavior.*

Hypotheses Based on Variables:

A. Direct / Main-effect Hypotheses

H1a. Younger consumers (age 18–24) will show higher behavioural intention to adopt Q-Commerce than older consumers.

H1b. Higher household income is positively associated with Q-Commerce adoption intention.

H1c. Greater digital literacy is positively linked with Q-Commerce adoption intention.

H1d. Consumers living in smaller households or shared housing (PG/roommate situations) will report higher Q-Commerce usage intention than those in larger family households.

H2. Functional motivation (convenience, time-saving, urgency) is positively linked with behavioural intention to adopt Q-Commerce.

H3. Emotional motivation (instant gratification, stress reduction) is positively linked with behavioural intention to adopt Q-Commerce.

H4. Social/psychological motivation (peer influence, trendiness) is positively linked with behavioural intention to adopt Q-Commerce.

H5. Economic motivation (discounts, cashback) is positively linked with behavioural intention to adopt Q-Commerce.

H6. Behavioural motivation (habit, loyalty, rewards) is positively linked with behavioural intention to adopt Q-Commerce.

H7. Consumer expectations (delivery performance, product quality, app interface, customer service, pricing & offers) are positively linked with behavioural intention to adopt Q-Commerce.

H8. UTAUT core constructs — Performance Expectancy (PE) and Effort Expectancy (EE) — are positively linked with behavioural intention to adopt Q-Commerce.

H9. UTAUT core constructs — Social Influence (SI) and Facilitating Conditions (FC) — are positively linked with behavioural intention to adopt Q-Commerce.

B. Mediation Hypotheses

H10. Consumer expectations will mediate the relationship between motivations (functional, emotional, social, economic, behavioural) and behavioural intention — i.e., motivations → expectations → adoption.

C. Moderation Hypotheses

H11a. Age will moderate the relationship between functional motivation and adoption such that the positive effect of functional motivation on adoption is stronger for younger consumers.

H11b. Digital literacy will moderate the relationship between Effort Expectancy (EE) and behavioural intention such that EE has a stronger positive effect for consumers with lower digital literacy (i.e., ease of use matters more for less digitally literate users).

H11c. Household income will moderate the effect of economic motivation on adoption: economic motivation (offers/discounts) will have a stronger positive effect for lower-income groups.

H11d. Previous E-commerce experience will moderate the relationship between expectations and adoption — consumers with greater prior E-commerce experience will show a stronger link between high expectations and adoption intention.

Research Questions

1. What demographic patterns are evident among Q-Commerce users in Jaipur, and how do these differ from traditional E-Commerce users?

2. What are the most influential motivational factors driving the adoption of Q-Commerce services in Tier 2 urban areas?

3. How do consumers' expectations regarding service quality influence their continued use of Q-Commerce platforms?

4. Can the UTAUT model, extended with motivational and expectation variables, effectively predict Q-Commerce adoption in non-metro urban settings?

5. How do demographic factors (e.g., digital literacy, income level) shape the relationship between motivation, expectation, and behavioural intention?

4. Methodology

4.1 Research Design

This study adopts a **mixed-method research design**, combining both **quantitative** and **qualitative** approaches to generate a robust and nuanced understanding of the Q-Commerce consumer in Jaipur. The overall strategy is **descriptive**, **correlational**, and **exploratory**,

aiming to identify patterns, relationships, and explanatory constructs within consumer behaviour.

Design Strategy and Framework

* **Descriptive**: To map demographic characteristics, motivations, and expectations of Q-Commerce users.

* **Correlational**: To examine the relationships between demographic factors, motivations, expectations, and behavioural intention.

* **Exploratory**: To uncover underlying consumer insights, particularly through qualitative interviews.

* **Framework**: The study is leveraging on the **Unified Theory of Acceptance and Use of Technology (UTAUT)**, extended with motivation and expectation variables. This forms the theoretical basis for variable selection, measurement, and analysis.

Mixed-Method Approach

* **Quantitative Phase**: Structured survey administered to a large sample of Q-Commerce users in Jaipur.

* **Qualitative Phase**: In-depth interviews with a smaller, purposive sub-sample to gather narratives and enrich findings.

The **sequential exploratory strategy** will be employed: the quantitative phase will identify major patterns, while the qualitative phase will explain the "*why*" behind those patterns.

4.2 Sample / Participants

Sampling Strategy

A **probability-based stratified random sampling** method will be used to ensure representation of both active and reluctant users of Q-Commerce and E-Commerce. This strategy allows for broader generalizability and includes individuals with varying levels of adoption and digital engagement.

Inclusion Criteria

* Residents of Jaipur (urban areas) aged **18–55 years**

* Once a month or less used **Q-Commerce platforms** (e.g., Zepto, Blinkit, Swiggy Instamart)

* Must have prior experience with **E-Commerce** (e.g., Amazon, BigBasket, Flipkart)

* Literate and capable of completing an online survey or participating in an interview

Exclusion Criteria

* Rural residents or those outside Jaipur

* SmartPhone non-users

* Individuals who do not use any E-Commerce apps

* Age below 18 or above 45

Recruitment & Sample Size

Participants will be recruited through:

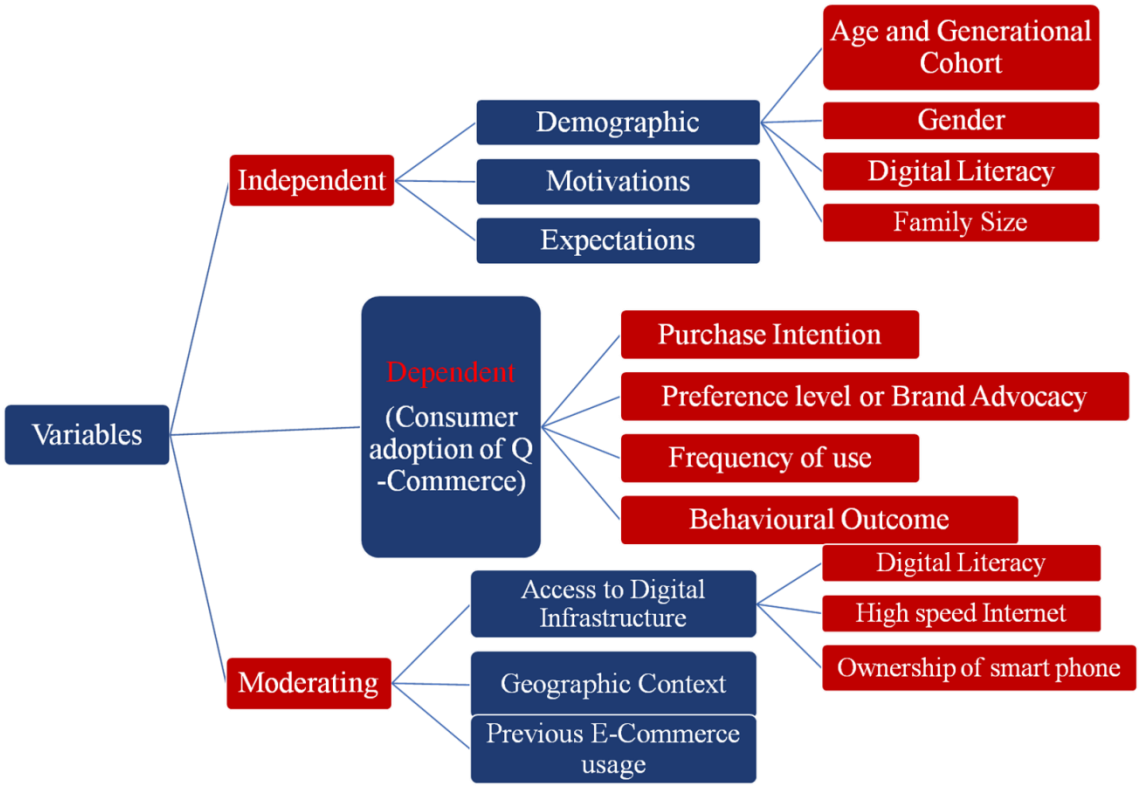
* **Social media outreach** (e.g., Instagram, WhatsApp, Telegram city groups)

* Collaboration with **college campuses**, **co-living spaces**, and **offices** in Jaipur

* **Snowball referrals** from active E-Commerce users

A total of **n = 300** survey respondents will be targeted for the quantitative phase. This sample size is deemed sufficient for **structural equation modeling (SEM)** and regression analysis (minimum 10 cases per parameter estimated). For the qualitative phase, **20 participants** will be selected for semi-structured interviews using **maximum variation sampling**.

4.3 **Operational Definitions of the Variables**



The key constructs and their operational definitions are as follows:

Variable	**Operational Definition / Measurement**
Demographics	Age (18–24, 25–35, 36–45, 46-55), Gender, Income (brackets), Digital Literacy (self-rated), Occupation, Household Type (alone, with family, with roommates)
Motivations	Functional, Emotional, Social/Psychological, Economic, Behavioral—measured via 5-point Likert scales adapted from prior studies
Expectations	Delivery speed, product freshness, app interface, customer service, pricing—rated using SERVQUAL-based items
Behavioral Intention	Likelihood to continue using Q-Commerce over E-Commerce (5-point scale)
UTAUT Constructs	Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions—measured using items adapted from Venkatesh et al. (2003)

4.4 Data Collection

i) Primary Data Collection

Universe of the Study:

The universe consists of all **digitally active urban consumers in Jaipur aged 18–45** with access to smart phones and internet-based delivery apps.

Sampling Design:

A **Probability-based stratified random sampling** approach will be used, ensuring representation across gender, age groups, and living arrangements.

Tools for Data Collection:

* **Structured Questionnaire**: For the quantitative survey, hosted online (Google Forms).

* **Interview Schedule**: For qualitative data, a semi-structured guide will cover motivations, pain points, and expectations in depth.

Scales and Techniques:

* **Likert Scales** (5-point): For motivation, expectation, and behavioural intention constructs.

* **UTAUT Instrument**: Adapted and validated in Indian context.

* **Statistical Software**: SPSS for descriptive analysis; AMOS or SmartPLS for SEM; NVivo or manual coding for qualitative data.

ii) Secondary Data Collection

Secondary data will supplement the primary findings and guide instrument development. Sources include:

Industry Reports: Kearney, Bain, Redseer, PwC, Deloitte

* **Government Documents**: CHIPS Framework data from MeitY and NITI Aayog

* **Academic Journals**: Studies published in journals like **IJAR**, **IJECRM**, **Journal of Retailing and Consumer Services**, etc.

* **Existing Literature**: TAM, TPB, UTAUT, SERVQUAL-based consumer behaviour studies in Indian settings

Types of Analysis:

* Meta-analysis of prior Q-Commerce research

* Document analysis of regional infrastructure and digital adoption indices

iii) Procedure

1. **Tool Development & Pilot Testing**: A 25–30 respondent pilot study will be conducted to test reliability and clarity of the questionnaire.

2. **Data Collection (Quantitative)**: The online survey link will be circulated over 4 weeks.

3. **Data Collection (Qualitative)**: Semi-structured interviews (approx. 30–45 mins each) will be conducted in person or via Zoom/Google Meet.

4. **Data Cleaning & Entry**: Survey responses will be screened for completeness, and interview data will be transcribed for analysis.

5. **Analysis Phase**: SPSS and AMOS for quantitative analysis; NVivo or thematic coding for qualitative data.

iv) Ethical Considerations

The study will adhere to all ethical standards in social research:

* **Informed Consent**: All participants will be informed about the purpose, voluntary nature, and anonymity of the study.

* **Data Confidentiality**: Responses will be kept confidential and stored on password-protected digital drives.

* **Withdrawal Rights**: Participants can withdraw at any point without explanation or penalty.

* **Data Usage**: Information will be used solely for academic purposes and will not be shared with third parties.

* **Ethical Approval**: Prior clearance will be sought from the university's ethics committee.

5. Data Analysis / Discussion

The proposed research involves both **quantitative** and **qualitative** data collection, and therefore, the data analysis plan is aligned with a **mixed-method analytical framework**. The quantitative analysis will focus on hypothesis testing and variable relationships, while the qualitative phase will provide contextual interpretation of the findings. The integration of both phases will support triangulation and enhance the validity of results.

5.1 Quantitative Data Analysis

Descriptive Statistics

Descriptive analysis will be performed to summarize demographic data and response distributions. Key metrics include:

* Frequency and percentage distributions

* Measures of central tendency (mean, median, mode)

* Measures of dispersion (standard deviation, variance)

These summaries will help in understanding the **sample composition** and **initial trends in behaviour and motivations**.

Inferential Statistics

The inferential phase will involve **hypothesis testing** to evaluate proposed relationships between constructs, using both **bivariate** and **multivariate** statistical tools.

5.1.1 Correlation Analysis

Pearson's correlation coefficients (r) will be used to examine linear relationships between key interval-scaled variables such as:

* Digital literacy and usage frequency

* Motivation types and behavioral intention

* Expectation scores and continued usage

5.1.2 Regression Analysis

Multiple linear regression will be conducted to estimate the **influence of demographic, motivational, and expectation variables on behavioural intention**:

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + ... + \beta_k X_k + \varepsilon$

Where:

* Y: Behavioural Intention Score (Dependent Variable)

* β_0: Intercept

* β_1, β_2, ..., β_k: Coefficients for independent variables (age, digital literacy, motivations, expectations)

* X_1, X_2, ..., X_k: are the independent or predictor variables

* ε: Error term

(*Source: Gujarati & Porter, “Basic Econometrics”, 5th Ed.*)

5.1.3 Structural Equation Modeling (SEM)

To validate the **UTAUT model**, **SEM** will be conducted using **AMOS** or **SmartPLS** software. This will help measure:

* Direct and indirect effects of UTAUT constructs (PE, EE, SI, FC) on behavioural intention

* Mediating role of expectations between motivations and usage

* Moderation effects of demographics on UTAUT-paths

Model fit indices such as **CFI**, **RMSEA**, **TLI**, and **Chi-square/df** will be reported.

5.1.4 Group Comparisons (Optional)

If appropriate, **t-tests** or **ANOVA** may be used to identify group differences (e.g., between male and female users, or age groups).

5.2 Qualitative Data Analysis

The qualitative component will focus on **in-depth interviews** analyzed using **thematic analysis**. The six-step model by Braun & Clarke (2006) will be used:

1. Familiarization with data

2. Generating initial codes

3. Searching for themes

4. Reviewing themes

5. Defining and naming themes

6. Producing the report

Emergent themes will be used to **interpret and validate** the quantitative findings, particularly in the context of:

* User expectations and dissatisfaction

* Localized motivations in Jaipur's Tier 2/3 environment

* Perceptions of service quality and app design

Transcripts will be coded using **NVivo software**. Representative quotes will be integrated into the discussion section for richer insight.

5.3 Measurement of Variables

All variables will be measured using established and adapted scales:

Variable	Measurement Tool	Scale	Units
Age, Income, Gender	Demographic Profile Section	Categorical	Years / INR / Binary
Digital Literacy	Self-assessment rating	Likert Scale (1–5)	Score
Motivation Types	Adapted from Kukar-Kinney et al. (2009)	Likert Scale (1–5)	Score
Expectation Dimensions	SERVQUAL Adaptation	Likert Scale (1–5)	Score
UTAUT Constructs	Adapted from Venkatesh et al. (2003)	Likert Scale (1–5)	Score
Behavioral Intention	Self-reported likelihood of continued usage	Likert Scale (1–5)	Score

5.4 Triangulation and Integration Strategy

Findings from both data sets will be integrated during the discussion phase to:

* Confirm patterns emerging in both data sets

* Resolve contradictions between quantitative trends and qualitative narratives

* Suggest practical and theoretical implications for Q-Commerce strategies in semi-urban India

6. Limitations & Delimitations

6.1 Limitations

While the proposed study is designed to be comprehensive and methodologically rigorous, certain **limitations** are acknowledged that may affect the scope and interpretation of results:

1. Self-Reported Data Bias:

The study relies primarily on **self-reported data** through surveys and interviews. Respondents may overestimate or underestimate their usage behaviour, motivations, or expectations due to **recall bias** or **social desirability bias**.

2. Geographical Specificity:

The research is geographically confined to **urban Jaipur**, which, although representative of Tier 2/3 cities, may not reflect broader trends in other Indian cities with differing cultural or digital infrastructure profiles.

3. Dynamic Nature of Q-Commerce:

Q-Commerce is a **rapidly evolving** domain. New players, offers, and technological innovations may emerge during or after the data collection phase, potentially impacting consumer behaviour in ways not captured in the study.

4. Cross-Sectional Design:

The study employs a **cross-sectional design**, capturing data at a single point in time. This restricts the ability to **infer causal relationships** or observe longitudinal shifts in behaviour or expectations.

5. Non-response and Drop-out Risk:

Despite randomized outreach, some demographic groups (e.g., older adults, digitally less engaged individuals) may have **lower response rates**, potentially impacting sample representativeness.

6.2 Delimitations

Delimitations are intentional choices made to **narrow the scope** of the research to make the study more focused and manageable:

1. Focus on Q-Commerce, Not All E-Commerce:

The study is specifically delimited to **Quick Commerce platforms** (such as Blinkit, Zepto, Swiggy Instamart) and does not include **traditional E-Commerce** services like Amazon or Flipkart except for comparative framing.

2. Target Population – Urban Jaipur:

The study focuses only on **urban consumers in Jaipur**. Rural populations and residents of metros like Delhi or Mumbai are not included to maintain contextual focus on Tier 2/3 cities.

3. Age Group Restriction (18–55 Years):

Only individuals in the **18–55 age group** are included, as they form the most active segment of digital consumers and are more likely to use Q-Commerce services. This excludes older demographics from analysis.

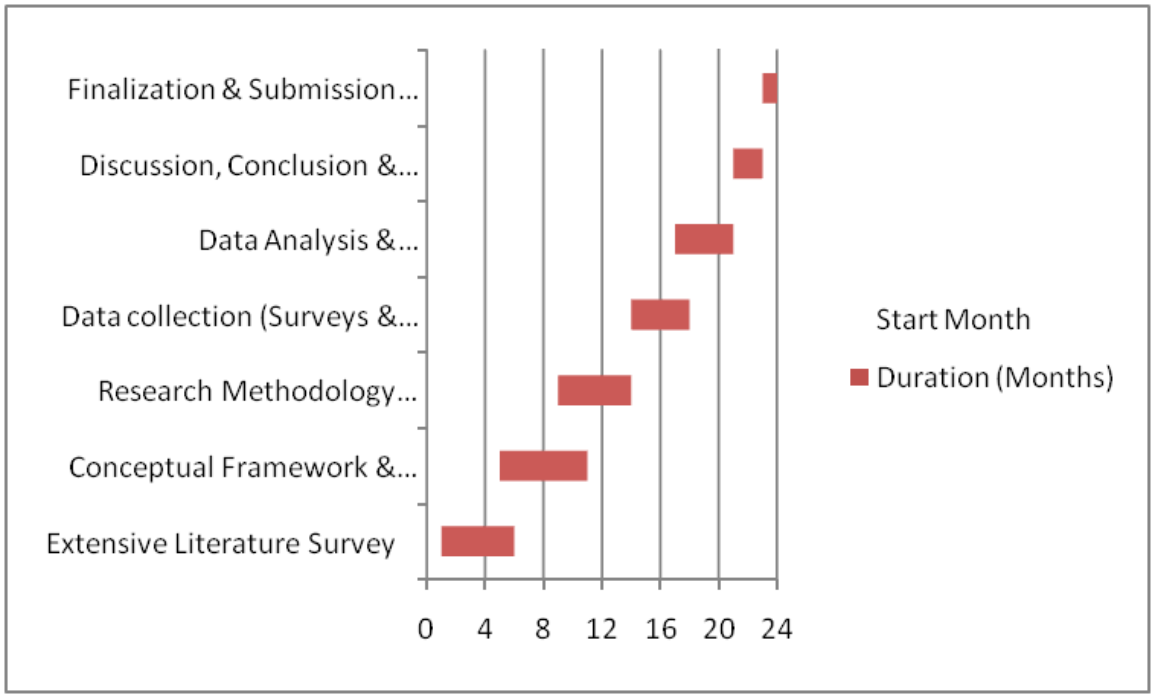
4. Consumer-side Focus:

The research is limited to **consumer behaviour** and does not examine the **operational**, **logistics**, or **vendor-side** aspects of Q-Commerce businesses.

5. Time Constraints:

Given the academic timelines for Ph.D. research, data will be collected within a **defined 2–3 month period**, which may not capture long-term usage patterns or seasonal fluctuations.

7. Work Plan of the Research



Phase I: Extensive Literature Survey (Month 1–5)

* Identify databases and sources (Scopus, JSTOR, Google Scholar)

* Conduct keyword-based literature search (e.g., Q-Commerce, UTAUT, Tier 2 cities)

* Review 50–70 recent journal articles (2019–2025)

* Create literature matrices for themes: Demographics, Motivations, Expectations

* Summarize gaps in Indian vs global literature

* Draft preliminary literature review chapter

Phase II: Conceptual Framework & Research Model Development (Month 5–10)

* Finalize theoretical base (UTAUT + extended constructs)

* Define independent, dependent, mediating, moderating variables

* Develop conceptual diagram (models with arrows & interactions)

* Justify inclusion of behavioural & expectation variables

* Identify hypotheses based on previous research

* Finalize conceptual model for testing

Phase III: Research Methodology Development (Month 9–13)

* Define research design (mixed method: quantitative + qualitative)

* Select sample design (stratified random sampling)

* Develop questionnaires and interview guides

* Conduct pilot testing (10–15 participants)

* Make validity and reliability checks (Cronbach's alpha, expert validation)

* Submit tools for ethical clearance

Phase IV: Data Collection (Month 14–17)

* Disseminate online surveys in Jaipur through stratified outreach

* Recruit participants for qualitative interviews

* Monitor response rate and demographics

* Transcribe interview responses

* Clean and structure quantitative data for analysis

Phase V: Data Analysis & Hypothesis Testing (Month 17–20)

* Use SPSS for descriptive and inferential statistics

* Run regression and correlation analyses

* Conduct SEM (Structural Equation Modeling) for UTAUT model

* Use NVivo for thematic analysis of interview transcripts

* Cross-validate findings between quantitative and qualitative data

Phase VI: Discussion, Conclusion & Recommendations (Month 21–22)

* Interpret results in light of literature and framework

* Compare with findings from other Tier 2 cities (if applicable)

* Discuss theoretical and practical implications

* Make policy and platform-level recommendations

* Identify limitations and scope for future research

Phase VII: Finalization & Submission of Thesis (Month 23–24)

* Compile all chapters into a single manuscript

* Format thesis as per university guidelines

* Incorporate supervisor and peer feedback

* Submit final draft for evaluation and viva

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Appendices (NA)